



INTERNATIONAL ASSOCIATION OF VENUE MANAGERS REGION 5 NEWSLETTER

FEBRUARY 2023 NEWSLETTER

ANNOUNCEMENTS

**Registration
now open!**

April 30-May 2, 2023

**INSPIRATION
EDUCATION
and**



REGISTER

Congrats Region 5!

iCommit, IAVM's annual member referral campaign, ran last year from July 1 - December 31, 2022. The goal of the campaign is for each existing member to recruit one or more individuals to join our community of venue professionals. The results are in!

Region 5 saw the largest increase with 82 new members.

The Region Director will select one recipient to have his/her CVP application fee waived (value \$125). The candidate must apply by July 2023.



Florida

THE EXCITING DEBUT OF RUM ROOM AND VENU AT THE MIAMI BEACH CONVENTION CENTER (MBCC) - COMING SOON

MIAMI BEACH, FL – The Miami Beach Convention Center (MBCC) had a banner year in 2022, and it's starting off 2023 on a high note by announcing the grand openings of the highly anticipated restaurant and event space: Rum Room and Venu. Jointly managed and operated by hospitality partner Sodexo Live! and leading full-service venue management company OVG360, these exciting Miami hotspots are sure to impress guests and event planners with their historic location, modern twist on Florida and Miami cuisine, custom menus, best-in-class service, and Collins Canal views.

“What a spectacular way to ring in the New Year and honor Miami Beach’s remarkable history,” expressed Miami Beach Mayor Dan Gelber. “Memories will be made in this new historic space that will quickly become a favorite destination in our community.”

The prized jewel of MBCC dining, Rum Room is a combined indoor and outdoor 80-seat restaurant with Old World and tropical 1920s Florida decor, and an upscale menu that draws on Florida’s history and Miami’s Haitian, Latin, and Central American influences. Led by Sodexo Live!’s Executive Chef Samantha Cruz – who has 12 years of experience in fine dining and sports entertainment hospitality – dishes are made with indigenous Florida ingredients like local corn, Florida River Gold potatoes, and other produce or spices found in Redlands farms and farmers markets, as well as typical Spanish ingredients like beans and sofrito, a byproduct of Spaniards passing through Miami Beach in the early 20th century. Also drawing on history, cocktails will feature classic rum cocktails with modern tastes, a large selection of local and imported rums, and many other favorite spirits. Guests can pair those rum cocktails with inspired menu highlights like jamón Serrano croquetas and black truffle corn tamales that are cut and plated tableside.

“This next chapter of the MBCC and its amazing campus reimagination will further enhance the guest experience of dining and events in Miami Beach,” says Freddie Peterson, General Manager, of the Miami Beach Convention Center. “This fantastic restaurant and private event spaces will allow flexibility in our food and beverage offerings to the neighborhood, our clients, and the public. We have already built a strong reputation for unique, exquisite, and dynamic food and drink offerings, but matching that to these historic Miami Beach buildings takes us to a whole new level. We are constantly building upon memorable experiences for our guests and clients. Congrats to our teams, but especially our wonderful partner Sodexo Live!”

Rum Room will be open for lunch and dinner and launch a Sunday brunch in early 2023. It is poised to be the new power lunch restaurant in Miami Beach due to its proximity to the Chamber of Commerce and Central City Official buildings and an excellent spot for a festive happy hour or a romantic date night. Parking and valet are available onsite.

“We’re thrilled to take our longstanding partnership with the Miami Beach Convention Center to new heights with the opening of Rum Room and Venu,” said Danny Medina, Regional Vice President, Sodexo Live!. “As the experts in creating unforgettable moments, we’re looking forward to helping guests make everything from a business lunch to life’s biggest celebrations memorable in a unique new way.”

TERRA AND TURNBERRY TAP BALFOUR BEATTY TO LEAD CONSTRUCTION FOR THE GRAND HYATT MIAMI BEACH CONVENTION CENTER HOTEL

MIAMI BEACH, FL - Two of South Florida's premier real estate developments groups, Terra and Turnberry, have selected Balfour Beatty as the general contractor for the new Grand Hyatt Miami Beach Convention Center Hotel. Located at the intersection of 17th Street and Convention Center Drive, the 17-story, 800-room hotel will serve as the central anchor of the Miami Beach Convention Center District,

steps away from the beachfront, hundreds of shops and restaurants along Lincoln Road, the New World Center, the Bass Museum, and the Fillmore Miami Beach. Early site work at the property is now underway, with vertical construction anticipated to start this year and be completed in 2025. "A project of this magnitude and significance requires the best in-class team and we are thrilled to have Balfour Beatty on board leading the construction efforts," said developer David Martin, CEO of Terra, and Jackie Soffer, Chairman and CEO of Turnberry. "The firm's extensive experience pioneering new technologies and transforming communities through smart infrastructure aligns with our goal to deliver a hotel that will transform the City's convention center campus into one of the most desirable meeting and convention destinations in the world."

Headquartered in Dallas with full-service offices throughout the U.S., Balfour Beatty is a leading commercial construction company with a portfolio of high-profile projects including terminal expansion projects at Jacksonville International Airport, Florida International University Student Academic Success Center, the W hotel in Fort Lauderdale, Loews Sapphire Falls Resort at Universal Orlando, Paseo de la Riviera in Coral Gables, and Greater Fort Lauderdale Broward County Convention Center among others.

"This is a beacon development for Miami Beach," commented Scott Skidelsky, Balfour Beatty president in the Southeast. "Balfour Beatty's national operations started its roots in South Florida and being a part of the community is a point of pride for our company. Being chosen to construct this icon project means the world to our project team who are some of the best builders in the industry and they are all so excited to work with our stakeholders to make this an incredibly successful build experience."

Development of the Grand Hyatt comes as Miami Beach and South Florida solidify their position among the world's most visited destinations. According to a recent report by the Greater Miami Convention & Visitors Bureau, 15.9 million overnight visitors and an additional 8.3-million-day visitors totaling 24.2 million came to the area in 2021, matching the total volume of tourists seen pre-pandemic in 2019. Furthermore, visitor spending rebounded, and tourists spent an estimated \$19.2 billion, an increase of 8% over 2019. In 2022, Miami-Dade County hotel occupancy from January through October was up 10% over the previous year, a total of 72.2% occupancy- the sixth-highest occupancy in the country in major markets - with an average daily rate of \$251, which is 18.8% higher than 2021. "The Grand Hyatt Miami Beach will be a great addition to the local hotel landscape," said Wendy Kallergis President & CEO of the Greater Miami and the Beaches Hotel Association.

"Miami Beach has a broad range of hotel options - from luxury brands, meetings, leisure, independent and boutiques - but there has long been a need for a conference hotel that maximizes the impact of the newly-renovated Convention Center. The Grand Hyatt's 800 rooms will meet this demand, and it comes at a time when meeting planners around the world are looking at Miami Beach for their upcoming conferences, conventions, and trade shows."

Grand Hyatt Miami Beach will include 12 floors of guest rooms and 52 suites offering views of Miami Beach, four floors of meeting spaces and ballrooms that will complement the Convention Center, a resort-style pool deck with panoramic views, a signature restaurant, lobby lounge and bar, and limited retail space that will activate the district at street level. An elevated skybridge will enable event attendees to move freely between the hotel and Convention Center in a climate-controlled, art-filled corridor. Grand Hyatt Miami Beach will be designed by internationally acclaimed architect Bernardo Fort-Brescia and his firm, Miami-based Arquitectonica. The team also includes Stonehill Taylor, a New York City based hospitality-focused architecture and interior design firm in charge of designing the hotel's interior lobby and lounges, ballroom, meeting and hotel rooms, and all common areas; EoA, a local architecture, interior design and landscape firm tasked with designing the pool deck hospitality features of the hotel; and Arquitectonica GEO, who will lead the creation of the pedestrian promenades and landscapes.

As part of the improvements to the area, the nearby Fillmore Miami Beach at Jackie Gleason Theater is also receiving renovations to its back of house areas. The theater, which is owned by the City of Miami Beach and managed by Live Nation, was once home to "The Jackie Gleason Show" and remains one of the most beloved cultural venues in Miami Beach. These renovations will ensure the iconic institution will have the ability to continue to present music, theater and dance to the expanding community of the Convention Center district. The Grand Hyatt Miami Beach project also includes landscaped pedestrian promenades on surrounding streets, bike sharing stations, connectivity with public transit routes, dedicated ridesharing pick-up and drop-off zones, and direct access between the Convention Center and Lincoln Road. The project's resiliency and sustainability measures include storm water management and reuse, flood risk mitigation, and the use of solar power - all of which are designed to ensure operational continuity during weather events.



History Month



ATLANTA - Georgia World Congress Center Authority celebrated Black History Month with a series of events organized by its JEDI Council. An acronym for justice, equity, diversity, and inclusion, the JEDI Council coordinated several events for GWCCA Team Members on and off campus to celebrate and appreciate Black culture across the city of Atlanta.

A lunch and learn was held at Georgia World Congress Center where team members enjoyed a viewing and discussion of Jane Elliot's famous 1968 "Blue Eyes/Brown Eyes" Experiment. Alisha King, co-chair of the JEDI Council, said, "Our goal with this viewing is to bring to the forefront the various components of unconscious bias, how they form and how they affect those impacted by them." The entire executive suite of GWCCA was in attendance for the lunch and hour-long discussion. JEDI Council member and discussion moderator Shavannia Williams said of the event, "It was an empowering and meaningful discussion. I was proud to see the diversity among the team members who attended, and the courage displayed in sharing their experiences."

GWCCA Team Members also were treated to a tour of the APEX Museum, the oldest Black history museum in the city of Atlanta, to further learn about the rich history of the African Diaspora. "These initiatives focus on appreciation and culture, and our hope is to instill a sense of value to the various contributions and successes of the African-American community," King said.

GWCCA's JEDI Council is planning a similarly robust programming in March for Women's History Month.



GWCCA Welcomes Rey Rodriguez as Director of Finance

Georgia World Congress Center Authority welcomed Rey Rodriguez as Director of Finance in February 2023. In his role, Rey's primary responsibilities include performing financial planning and analysis, revenue and cost optimization, and management reporting and analytics.

Rey began his hospitality journey at the Kimpton Epic Hotel in Miami nearly a decade ago where he started as staff accountant. He quickly ascended to the role of Assistant Director of Finance, where he often acted as Director of Finance in the absence of one. Rey then earned the opportunity for his own Kimpton Hotel, functioning as Director of Finance to cycle a Kimpton Hotel out of the portfolio in St. Petersburg, Fla. He set up all the accounting systems and onboarded the Kimpton Overland in Atlanta into the Kimpton portfolio. After managing The Overland, Rey took on his next challenge with Mainsail Lodging & Development to open the company's first two hotels in Georgia. As the Complex Director of Finance for The Epicurean Hotel Atlanta and Wylie Hotel, Rey laid the foundation for success at both properties, building out processes & tools for the different teams he worked closely with.



**Ernest N. Morial New Orleans
Exhibition Hall Authority
Authorizes Amendment to Master**



Development Agreement with RDNI Topgolf, New Leisure Destination, Expected to Open in 2025

NEW ORLEANS – The Ernest N. Morial New Orleans Exhibition Hall Authority (“the Authority”) authorized President Jerry Reyes to negotiate an amendment to the Master Development Agreement with River District Neighborhood Investors, LLC (RDNI) to allow the developers to bring entertainment destination company Topgolf to the new River District neighborhood as soon as January

2025. The announcement marks the first of many agreements expected for the new mixed-use development adjacent to the New Orleans Ernest N. Morial Convention Center.

“We are thrilled with today’s announcement about adding Topgolf as an entertainment anchor tenant for this dynamic new neighborhood,” said Jerry Reyes, President of the Ernest N. Morial Exhibition Hall Authority. “Our vision has always been for this mixed-use development to encompass entertainment, housing and hospitality. This project advances that plan, and it does so while respecting our commitment to the inclusion of workforce and affordable housing units.”

Topgolf will spend roughly \$40 million on the new facility that is expected to create between 400-450 new jobs once operational. Construction on a parcel of the River District neighborhood development near Tchoupitoulas and Race streets is expected to begin in November 2023.

“Our partnership with Topgolf kicks off just the type of inclusive fun everyone can enjoy, while helping our vision for the River District come alive,” said Louis Lauricella, co-managing member of RDNI. “Today’s announcement marks exciting progress in our master development of a one-of-its-kind opportunity for residents and visitors to work, play and stay along the Mississippi River.”

In August 2022, the Authority formally approved terms of the master development of the River District, allowing RDNI to proceed with developing the neighborhood. The project has been hailed as a generational opportunity to activate undeveloped urban riverfront land as a transformative asset for the New Orleans region and the state of Louisiana. The River District will include entertainment, green spaces, retail and a range of residential options, including affordable housing and workforce housing.

The River District is expected to generate \$43 million of net new annual tax revenues, more than \$1 billion of annual economic activity, a projected 9,000 construction jobs and nearly 6,000 projected permanent jobs for the entire development. The developers have made a commitment to build a total of 450 affordable and workforce housing units in the development, allowing hospitality and entertainment industry employees and those in other industries to live near the places they work.

Topgolf will offer climate-controlled hitting bays for year-round comfort with HDTVs in every bay; a sports bar and restaurant; event spaces for corporate, public, and charitable organizations; giant outfield targets and high-tech balls that score themselves.

Topgolf is a wholly owned subsidiary of Topgolf Callaway Brands Corp. Topgolf Callaway Brands Corp (NYSE: MODG) is an unrivaled tech-enabled modern golf and active lifestyle company. The Topgolf concept was conceived in 1999 outside of London, England with the mission to develop a unique, leisure-based network of sports and entertainment facilities centered around the exciting game of golf.

CONVENTION CENTER PILOTS BEAD RECYCLING PROGRAM FOR MARDI GRAS 2023

NEW ORLEANS – The New Orleans Ernest N. Morial New Orleans Convention Center (NOENMCC) partnered with local nonprofit ARC of Greater New Orleans to pilot a new



bead recycling program during the 2023 Mardi Gras season. The recycling initiative is part of a city-wide effort to reduce the amount of waste typically produced by Mardi Gras parades.

Three krewes – Endymion, Bacchus and Orpheus – ended their parades with formal Gala Balls as floats rolled inside the Convention Center. Following the festivities, Convention Center cleaning crews collected beads thrown inside the facility.

After collecting approximately 2,400 pounds of beads and “throws,” NOENMCC team members sent them to ARC of Greater New Orleans, an organization that creates jobs for people with intellectual disabilities by having them sort and repackage Carnival beads and throws. ARC’s Mardi Gras Bead Store will resell the beads in future years, which helps support several market-wage, year-round jobs in the New Orleans Metro Area.

“This bead recycling initiative is part of the Convention Center’s ongoing commitment to sustainability,” said Convention Center President Michael J. Sawaya. “If there is something we can do to help reduce the amount of waste generated by Mardi Gras parades, we’re going to do it. We are proud to be part of the city-wide initiative working to reduce the environmental impact of Mardi Gras.”

The City of New Orleans organized a new “Recycle Dat” initiative this year, expanding recycling and bead collection along the parade route and encouraging more parades to use sustainable throws. As part of the parade route for three major krewes, the NOENMCC piloted programs to support this initiative and expand recycling programs inside the facility.

In 2022, the NOENMCC earned a gold-level LEED certification from the U.S. Green Building Council, and it continues to expand its year-round recycling program for attendees and exhibitors. The facility provides multiple recycling areas in the front-of-the-house areas and dedicated collection areas for cardboard, metal, and plastic in the back-of-house areas. The NOENMCC diverted over 450,000 lbs. of material from landfills through its recycling programs in 2022.

North Carolina



NEW NAME TO BE UNVEILED AT RALEIGH’S CENTER FOR THE PERFORMING ARTS

(Raleigh, NC) – Raleigh’s premier arts venue is preparing to raise the curtain and shine the spotlight on its official new name: Martin Marietta Center for the Performing Arts. Hosted in its grand lobby, the center will honor its new name and unveil signage during a special ceremony on Thursday, March 2nd at 4:30 p.m.

“Martin Marietta’s commitment to lend its name and showcase our iconic performing arts center is impressive,” said Kerry Painter, Director/General Manager of the Raleigh Convention and Performing Arts Complex. “The company saw the value of continuing to provide access to cultural arts and entertainment that reflect Raleigh’s community for years to come, while also creating a sense of pride for their employees to see their name on the venue. Providing this diverse entertainment will continue to be our primary focus as we present the best variety of events for our community.”

In January 2023, the City of Raleigh and Martin Marietta entered a 20-year agreement to name Raleigh's premier arts venue.

The center hosts over 600 events each year, attracting approximately 400,000 guests annually to its four unique venues: Raleigh Memorial Auditorium, Meymandi Concert Hall, A.J. Fletcher Opera Theater and Kennedy Theatre. The center's many activities create an average of \$35.4 million in economic benefit for Raleigh's businesses, hotels and restaurants each year.

During the March 2nd event, executive leadership from Martin Marietta, the City and the center will discuss the exciting new partnership. In addition to the grand lobby, the venue's newly branded name will also be featured throughout the grounds, as well as a new 8' x 5' x 2.5' boulder from Martin Marietta's Garner Quarry that sits prominently on the outdoor Lichtin Plaza.

"At Martin Marietta, we are invested in the strength of our communities and committed to the long-term success of our neighbors and stakeholders," said Martin Marietta Chairman and CEO Ward Nye. "It is a true honor to partner with the City of Raleigh and the Raleigh Convention and Performing Arts Complex to ensure this historic and elegant venue will continue to serve our community and be an ongoing beacon for renowned artists and performers for many years to come."



Richard "Rick" Noonan named Senior Director of Southeast and East Regions for Allied Universal Event Services (ATL - NOLA - NORFOLK - ORLANDO)

Century Staffing and Event Security, Orlando Fl. is now fully integrated and operating as Allied Universal Event Services Orlando Branch with

Danny Campos as GM and Brett Lasky as Regional Sales Manager

Roger Stephenson named Branch Manager for Allied Universal Event Services Norfolk Region



Venue Solutions Group (VSG), a Nashville-based venue operations consultancy, is pleased new announce a number of new projects and news:

Venue Solutions Group recently began a project with the Cary, North Carolina, to offer preopening consulting services for a new project that will include a 4,000 seat arena supporting e-sports, sports tournaments, and health & wellness facilities. It will be located in a new mixed-use area and will serve the needs of the Cary community. VSG will assist in developing the management

structure as well as an operating budget.

Venue Solutions Group recently was contracted by the City of Anaheim, CA to lead an RFP process that will lead to a facility condition assessment of Angel Stadium of Anaheim, home Major League Baseball's Los Angeles Angels of Anaheim. Based on our vast institutional experience performing this exact service, VSG was sought to help the City ensure an expedient, thorough, and fair process.

Through a competitive process, VSG won a project from the City of Cedar Park, TX to perform a full facility condition assessment of HEB Center, a multi-purpose sports and entertainment arena located in a suburb of Austin. The assessment includes a review of architectural finishes, FF&E, major systems, technology, food service equipment, vertical transportation, structural elements, and the roof, culminating in a Capital Expense Matrix which will guide the City on capital spending going forward.

Through a competitive bidding process, VSG was awarded a project to assist the City of Tulsa, OK, in evaluating potential management firms to operate BOK Center and the Cox Business Convention Center. VSG crafted the RFP in collaboration with the City and the Tulsa Public Facilities Authority, and as of this publication, we await delivery of bidder proposals.

VSG was recently awarded a project to guide Yellowstone County, Montana, in a search for the next General Manager of MetraPark as well as facilitating a process to develop Standard Operating Procedures in all departments for the venue. Please keep an eye out for the GM posting in the coming weeks on IAVM.org.

Finally, VSG recently completed a full facility condition assessment of Nissan Stadium, home to the NFL's Tennessee Titans football team. Our project was used in conjunction with other complementary scopes of work, by others, enabling the Metropolitan Government of Nashville and Davidson County to move forward with the concept of constructing a new domed stadium.

VSG Managing Partner, Russ Simons, just completed a presentation at the Stadium Managers Association meeting in Hollywood, CA on "Big Data: Optimized for Stadium Operations."

VSG Advantage Training is also in the midst of busy spring with ongoing work around Leadership and Supervisory development at the Moda Center with Landmark Event Staffing Services in Portland, a multifaceted project focused on team building and leadership development at TCU Place (Saskatoon) in early March followed by "Leading the Crowd" trained crowd management sessions with front line staff at Dayton Live.

SAVE THE DATE



**Super Regional
Conference
(Regions 1, 2, 3
& 5)
Kansas City, MO**



**Venue
Management
School (VMS)
& Graduate
Institute
Tampa, FL**



**VenueConnect
2023
Pittsburgh, PA**

Interested in joining a Region 5 committee?

Reach out to IAVMR5@gmail.com

HELP US INCREASE OUR REGION 5 MEMBERSHIP BEFORE VENUE CONNECT 2023

MEMBER WHO REFERS THE MOST APPLICANTS
BEFORE VENUE CONNECT WILL WIN A
\$500 PRIZE!



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